



# Imagined Interviews

## Scoring Rubric

	Criteria	Developing (1-2 pts)	Proficient (3-4 pts)	Exemplary (5-6 pts)	Score
Plan	<b>Script</b>	Dialogue sketchy Little thought to shot selection or camera movement	Dialogue complete Thought given to most shot selections or camera movements	Dialog complete and attention given to “voice” Thought given to all shot selections or camera movements	
	<b>Video</b>	Sometimes in focus Sometimes steady No camera movement OR excessive movement (panning, zooming, trucking, etc.)	Usually in focus Usually steady Pans and zooms are limited and usually purposeful Composition usually follows the rule of thirds	Always in focus (unless purposefully done) Always steady Variety of shot selections and camera movements. Movements are planned, purposeful and provide impact Varied composition (based on rule of thirds)	
Shoot	<b>Audio</b>	Sound sometimes unclear: due to low voices and/or overly loud ambient noise	Sound usually clear, no unintended ambient noise	Sound always clear (unless purposefully done) and ambient noise always appropriate	
	<b>Lighting</b>	Only ambient (available) light is used Many scenes are overly bright or dark	Additional lighting is used as necessary Most scenes have sufficient lighting to tell what is happening	Additional lighting is used to eliminate shadows and glares All scenes have sufficient lighting for viewer to easily see action Vivid colors Innovative use of lighting	
Edit	<b>Cutting</b>	Clips begin and/or end with slack time or in mid action	Most clips edited to remove slack time and to begin and end with thought to action	Clips show no slack time and begin and end with thought to action	
	<b>Transitions</b>	No transitions between clips are used or too many different transitions used without thought to purpose	Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene	All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next	

	<b>Pacing / Continuity</b>	Many video clips are too long or too short	Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story	Variety of pacing and changes fit the “mood” of the content Pacing keeps viewers interested	
<b>Enhance</b>	<b>Titles</b>	Titles and subtitles unclear due to font, size, or color contrast	Titles and subtitles usually clear Used appropriately	Titles and subtitles always clear Used appropriately and enhance the story/content	
	<b>Background Music</b>	Introductory music not in a typical “broadcast” style	Introductory music in a “broadcast” style but not balanced well (does not match the levels of main audio)	Introductory music in a “broadcast” style and balanced well (matches the levels of the main audio)	
<b>Content</b>		Questions are low level, recall type questions Information is only about the “interesting” aspects of their person	Questions are mostly recall type questions with a few higher order questions Information balances the “important” and “interesting” aspects of their person	Questions are varied between recall and higher order questions Information balances the “important” and “interesting” aspects of their person Provides fresh, interesting, or humorous insights	<div>—</div> <div><u>x 4</u></div> <div>= —</div>
<b>Creativity</b>		Little evidence of imagination, creativity, or thoughtfulness No style or mood is apparent.	Some evidence of imagination, creativity, or thoughtfulness Some evidence of thought to style and mood, though may not suit the content	Thorough evidence of imagination, creativity, or thoughtfulness Style or mood which suits the content evident Creative and original	
<b>Total</b>					—